

A photograph of a man with short brown hair, wearing a light blue long-sleeved shirt and dark blue jeans. He is sitting on a light-colored sofa, smiling as he looks at a silver laptop. He is wearing large, black over-ear headphones. The background shows a dark fireplace mantel and a light-colored wall.

GfK Digital Trends

User Manual

Welcome to GfK Digital Trends!



About the GfK Digital Trends software

The GfK Digital Trends Software is designed to explore the use of certain online services. It consists of an application for your Windows based computer and a browser add-on. The software registers which websites you visit and which ads can be seen there.

Please do not disable the GfK Digital Trends add-on permanently as you will drop out of the project if no data is received.

This manual will describe the download, installation and activation of the GfK Digital Trends software. You will also find more information on useful features like the “Private Mode” and how to uninstall the add-on when the project ends or you decide to withdraw from participating.



For further questions, or if you need a new download-link for example, please contact us at gfkIM@gfk.com.



Thank you for your participation!
GfK Digital trends Team



System Requirements

The software is compatible for **Microsoft Windows XP, 7, 8, 8.1 and 10.**
64-Bit versions are supported from Windows 7.

One of the following web browsers is required:
Google Chrome, Microsoft Edge, Microsoft Internet Explorer, Mozilla Firefox, Yandex
(On Windows 8 and 8.1 only browsers running on the desktop, not within the Modern UI, are supported).

You will need to have administration rights to your computer for the installation.



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Getting started in 3 simple steps

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Step 1: Downloading

! Use **any browser** to download. Download only **once**.
Click on the **download link** on the download page or the link in the email you received from us.

Downloading with Chrome

Watch the download bar at the bottom of the browser window. Wait for the download to finish (indicated by ) , then **click** on ▼ and choose **“Open”**:



Downloading with Yandex

Watch the download icon at the right top of the browser window. Wait for the download to finish (indicated by ) .
 Start the installation by **double-clicking** on the installer icon:



Downloading with Internet Explorer

Internet Explorer may ask whether you want to run or save the installer program.
 Just **click** on **“Run”** when the download bar appears at the bottom of the browser window:



Downloading with Edge

Save the installer by **clicking** on **„Save“**.



Once the download is complete, **click** on **„Run“**:

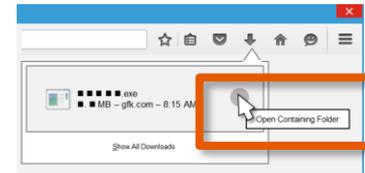


Downloading with Firefox:

Click on **“Save File”** when the dialog box pops up:



Use the **download manager** to **navigate to the containing folder**:



Start the installation by **double-clicking** on the installer icon:





Step 2: Installing



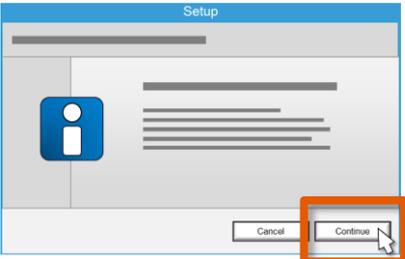
! You need **administrator rights** to the PC. You may be reminded to **close all browsers and instant messaging applications** in order to install. A **re-boot** may be required in the end.

Permissions

Windows User Account Control may ask you if you allow the installation. Please **click "Yes"**.



The installation wizard opens. Please **click "Continue"**.

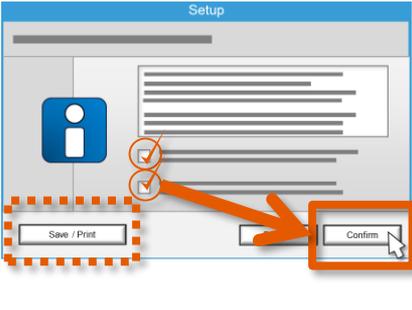


Your consent

We will ask you to opt in to our privacy policy, unless we did so on the download page already.

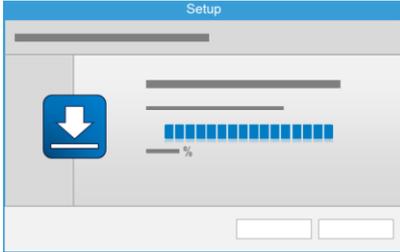
Click "Save / Print" to download a copy for your records.

If you **agree**, please **check both checkboxes**, then **click on "Confirm"**.

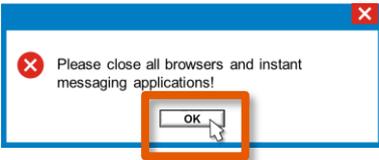


The set-up

Please wait while the software is being installed...

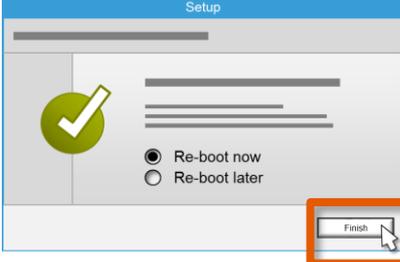


Close all browsers and instant messaging applications in case a warning appears. Then **click "OK"**:



Re-boot if needed

On the last screen **click on "Finish"** to re-boot the PC:



You may also choose to re-boot later (not recommended).

In some cases a re-boot is not required at all.

Installation is now complete. Please see the following pages for how to **activate!**

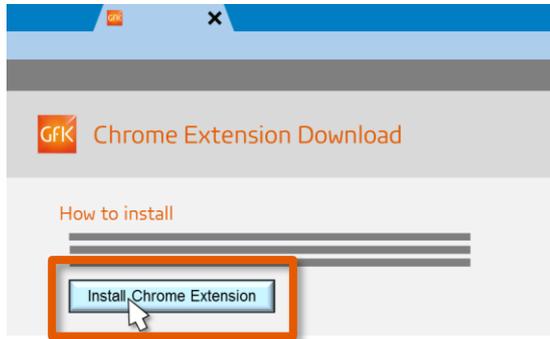
✓ Step 3: Activating the add-on in the browser

Activating in Chrome

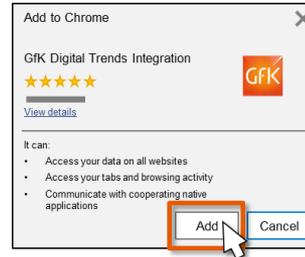
! If you **do not** use Chrome, please **see the next pages** for instructions to activate in Yandex, Internet Explorer and Firefox.

Please reopen Chrome!

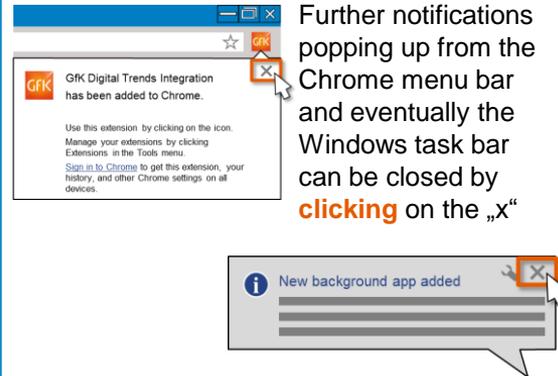
Watch out for a page to open in a **new tab** with a  icon. On that page click on the **“Install”** button.



A notification box pops up. Click on **“Add”** to install the add-on:



Further notifications popping up from the Chrome menu bar and eventually the Windows task bar can be closed by **clicking** on the „x“



Please make sure...

that when you choose **“Tools” / “Extensions”** from the  menu,

- the  is **always checked** next to GfK Digital Trends
- you **don't click** on the  as this would remove the extension from Chrome and prevent GfK Digital Trends from working properly.

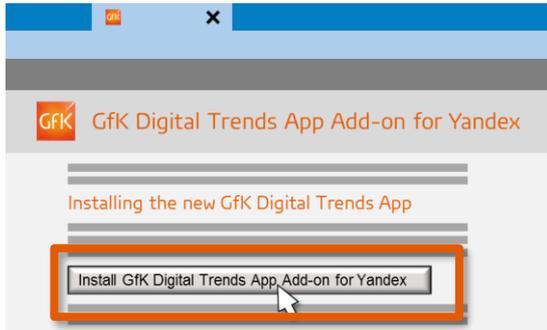
✓ Step 3: Activating the add-on in the browser

Activating in Yandex

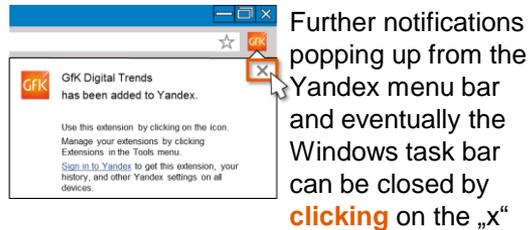
! If you **do not** use Yandex, please **see the next pages** for instructions to activate in Internet Explorer and Firefox.

Please reopen Yandex!

Watch out for a page to open in a **new tab** with a  icon. On that page click on the **“Install”** button.



A notification box pops up. Click on **“Install Extension”** to install the add-on:



Please make sure...

that when you choose **“Tools” / “Extensions”** from the  menu,

- the button next to GfK Digital Trends says **“ON”**
- 
- you **don't click** on **“Delete”** next to GfK Digital Trends as this would remove the extension from Yandex and prevent GfK Digital Trends from working properly.

✓ Step 3: Activating the add-on in the browser

Activating in Internet Explorer — (No further activation steps are needed in Edge!)

! If you **do not** use Internet Explorer, please **see the next page** for instructions to activate in Firefox.

Please reopen Internet Explorer!

A notification will appear at the bottom of the browser window that either Digital Trends from GfK is ready for use or “several add-ons” are. Accordingly, either **click on “Enable”**



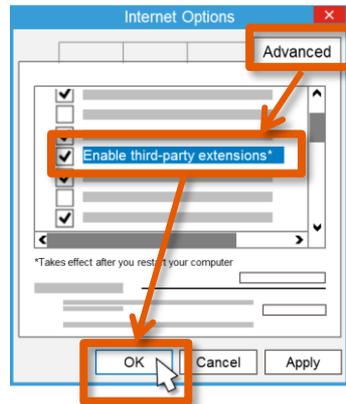
or, with “several add-ons”, on **“Choose Add-ons”**



...and in the dialog on **“Enable”** next to GfK Digital Trends, then on **“Done”**.

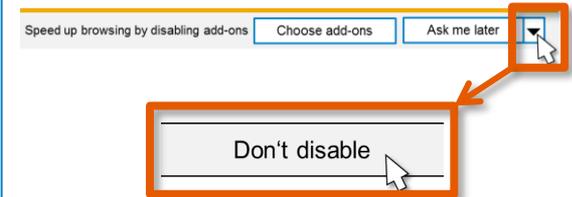


Click on in the browser tool-bar and **choose “Internet Options”** from the menu. In the settings dialog, **click** on **“Advanced”** and make sure that the is set next to **“Enable third-party extensions”**. Then **click** on **“OK”**.



Internet Explorer may sometimes suggest that you “speed up browsing by disabling add-ons”.

Our add-on will not affect your web browsing experience. Please **do not disable it**, but **click** on the ▼ next to **“Ask me later”** and **select “Do not deactivate”** from the menu. Otherwise the flow of data will be interrupted which will prevent us from granting any incentive.



✓ Step 3: Activating the add-on in the browser

Activating in Firefox

Please reopen Firefox!

Tick the **checkbox** next to “Allow this installation” and **click** on “**Continue**”.



Click on “Restart Firefox”.



Please make sure...



that when you choose **Add-ons** from the  menu,

- the button next to GfK Digital Trends says “Disable” which indicates that the add-on **is currently enabled**.
- you **don’t click on the “Disable” or “Remove” button** as this would prevent GfK Digital Trends from working properly.



Using the GfK Digital Trends software



Clicking on the GfK icon in the system tray (notification area in the task-bar, next to the clock)...



...opens a menu with useful tools:



Please note you may have to click on „^“ first to display hidden icons:



Switching users at any time



If multiple members of your household share a PC to take part in the study, they should click on „switch user“ before they start browsing, choose their name from the dialog that opens and confirm by clicking „OK“. This is so GfK can attribute the collected data to the right individuals.

! This dialog also appears automatically when a browser is opened.

The „Private mode“ that allows to pause tracking

The „Private mode“ temporarily disables the data collection when there is a checkmark placed next to „Private mode“. The GfK tray icon is greyed out while in „Private mode“.

You will be regularly reminded that you are using „Private mode“. From a small notification window at the lower screen you may then choose whether to deactivate or continue in „Private mode“. The notification automatically closes when the count-down on the Continue button expires.



The „About“ box is useful when you are in need of helpdesk support

...as it includes helpdesk contact details as well as your household- or member ID and provides technical and version information on the application.

Close this box by clicking on „OK“.





Uninstalling

! Caution! By ultimately uninstalling you end your participation in the project!



On a Windows version with a **Start Menu (All except for Windows 8 / 8.1)**, just click on „All Programs“ (or „All Apps“), scroll down to the GfK Digital Trends folder, click to open it, then click „Remove GfK Digital Trends“ and confirm.
Below is how to uninstall using Windows Control Panel, alternatively.



Opening Windows Control Panel

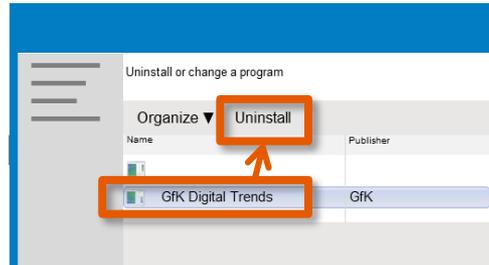
- **Windows XP and 7:**
Choose **“Control Panel”** from the Windows Start menu
- **Windows 8, 8.1 or 10:**
Press the **Windows key** + , then choose **“Control Panel”** from the “Quicklink” menu.

Then on the Control Panel:

- **Windows XP:**
Click on **“Add or Remove Programs”**
- **Windows Vista and 7:**
Click on **“Programs and Features”**
- **Windows 8 to 10:**
Click on **“Uninstall a program”**

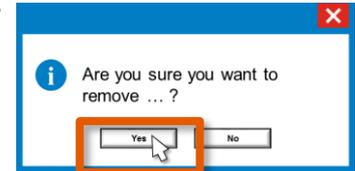
Starting deinstallation

- Click on GfK Digital Trends in the list of installed programs (scroll down if necessary), then:
- **Windows XP:**
click on the **“Remove”** button.
 - **All other Windows versions:**
click on **“Uninstall”** at the top of the window:

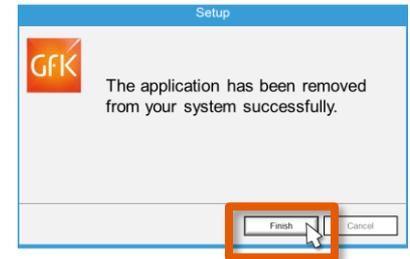


Confirming deinstallation

Confirm the security request by clicking **“Yes”**. The software will then uninstall automatically.



Click **“Finish”** when this message appears:





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